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The proceedings are the papers of students, undergraduates, doctoral students and young researchers on topical issues of natural and technical sciences and humanities.

В сборник вошли доклады студентов, магистрантов, докторантов и молодых ученых по актуальным вопросам естественно-технических и гуманитарных наук.

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есебімен басым. ЕО-ның дезинформациямен күресу стратегиясының негізінде Кодекс интернеттегі жалған ақпараттың таралуын шектеудің, соның ішінде сайлау кезеңдері кезінде де, Украинадағы соғыс, COVID-19 пандемиясы сияқты дағдарыстарға да жылдам әрекет етудің тиімді құралы екенін көрсетеді.

ЕО дезинформациямен күресу саясатын қорытындылай келе, бүгінгі күнге дейінгі атқарған жұмысы айтарлықтай нәтижелер көрсеткенің байқаймыз. Дегенімен, дезинформацияның практикалық кодексі, дезинформация жөніндегі іс-қимыл жоспары, East StratCom және т.б жұмыс топтары сияқты құралдарды құру ЕО үшін қиын болды және бұл тек шектеулі жетістіктері деп қараймыз. Сонымен қатар, ЕО алдағы уақытта қарастыру қажет жұмыстары бар деп есептейміз. Мысалға, ЕО институттары аясында үйлестіру саласында әлі де көптеген күрделі мәселелер бар. ЕО күтілетін нәтижелер туралы мәлімдеме, цифрлық платформалар үшін есеп беру механизмі және нәтижелерді тәуелсіз тексеру үшін аудит тетігі негізделген реттеу процесін құру маңызды. Сонымен қатар, ЕО әлеуметтік медианы манипуляциялау нарығындағы реттеуші араласуды, соның ішінде дезинформацияны демонетизациялауды зерттеу қажеттігін атап өткіміз келеді.

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INTERNATIONALIZATION OF HIGHER EDUCATION IN KAZAKHSTAN

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In the context of globalization, among the undoubted advantages of the development of higher education in Kazakhstan over the years of independence can be attributed internationalization, which is defined as the process of integrating an international, intercultural or global dimension into the goals, objectives or methods of delivering higher education. Internationalization contributes to increasing accessibility, universalization of knowledge, the emergence of international quality standards and the development of the innovative nature of higher education, as well as the expansion of cross-border activities of universities, strengthening international cooperation and enhancing academic and student mobility.

The internationalization of education in an increasing number of countries is becoming the object and subject of a targeted policy on the part of the state, focused on solving specific national, political, social and economic problems [8].

Nowadays, new ways are emerging for Kazakhstan to improve the internationalization of higher education:

- development of a single Central Asian space for education;
- creation of branches of leading foreign universities;
- increasing funding for education and attracting investment;
- formation of the brand "Study in Kazakhstan": creation of export-oriented and competitive education.



Figure 1. New ways of internationalization of higher education in Kazakhstan

Today, due to the situation in Ukraine and Russia and the demography of the Central Asian region, that is, the unprecedented explosive growth of the population, in international regional education, Kazakhstan has a historical chance to provide its education service as an alternative to foreign advanced universities.

Table 1 - Central Asia Population Forecast

Year	Population	Growth rate
2023	78,165,567	0%
2028	83,398,070	1.3%
2033	88,177,505	1.12%
2038	92,917,184	1.05%

The demography of region is growing strongly, over the past 3 years Kazakhstan has broken its historical record of childbearing, last year almost one and a half million children were born. Central Asia also exploded: Uzbekistan is a demographic giant of 36 million people, the population of Kyrgyzstan and Tajikistan is also growing. According to UN forecasts, by 2030 the population of Central Asia will reach 82 million people [2]. Now, if we look even further at the region of greater Eurasia, the most populous country, India, has officially overtaken China since this year by almost one and a half billion people and 600 million of them are under 23 years old, that is, they are schoolchildren and students. Pakistan has crossed the 200 million people, Bangladesh has almost 200 million too [6]. If we look at large region of Central Eurasia including the CIS countries, Central Asia, India, Pakistan, Bangladesh, 2 billion people, of which more than a billion

people are under 25 years old. Thus, Kazakhstan gets a huge educational market, because everyone needs to get at least some education, but as we see from the statistics, for many countries it becomes impossible to provide young people with education. For example, the government of India is now in a very difficult situation, they cannot provide basic even already access to higher education.

The second big force that is now putting pressure on the region is migration, moreover, educational migration. The historical centers of academic mobility for the region have always been Russia and Ukraine, so the Indians, Pakistanis, and the youth of Bangladesh, a huge number of people went to study, but due to the events between Ukraine and Russia, a vacuum has surprisingly formed in international regional education, and Kazakhstan has a chance to this vacuum fill itself. If Kazakhstan invests in the infrastructure for creating competitive and export-oriented universities by increasing funding and attracting investments, subsequently creating a full-fledged brand "Study in Kazakhstan", then Kazakhstan can become the center of academic mobility for the need in the region which has formed so sharply and will intensify over the next 10-15 years [1].

Branches of leading foreign universities are being opened in Kazakhstan to introduce world educational standards, Minister of Science and Higher Education Sayasat Nurbek said [1]. This helps to improve the quality of education by introducing world standards, while at the same time unloading future specialists from densely populated cities to sparsely populated cities, as these branches open in those cities of Kazakhstan where there are few people or a lack of good universities. So, in 2021, a branch of the University De Montfort Leicester was opened. A branch of the University of Arizona has opened in Petropavlovsk. As part of cooperation with the university, double-degree educational programs will be launched. On behalf of the president, branches of Russian universities are also being opened. On the basis of the Atyrau University of Oil and Gas named after S. Utebaev, a branch of the Russian State University named after M. Gubkin is opened. A branch of the National Research Nuclear University "MEPhI" is opened in Almaty on the basis of Al-Farabi KazNU. In 2023, it is planned to open a branch of Michigan State University in Astana. Thus, it will help to attract not only students from within the country but also from abroad.

The minister's report indicates that the opening of branches such as:

- Heriot Wat University (Great Britain) on the basis of Zhubanov Aktobe Regional University;
- a foreign university (University of Calgary (Canada), Wageningen University (Netherlands) on the basis of Shakarim University;
- Berlin Technical University (Germany) on the basis of the East Kazakhstan Technical University named after D. Serikbaev;
- a branch of a foreign university in the field of agriculture, industry, tourism on the basis of Zhetysu University named after I. Zhansugurov;
- a strategic partnership is being developed between M. Auezov SKU with KAIST (South Korea) and UCLA (USA).

Kazakhstan will continue to work on the creation of a single Central Asian space of higher education. Together with partners, the issue of creating a Bureau for the interaction of the Central Asian countries on the platform of Kazakhstan is being worked out. All initiatives for the internationalization of higher and postgraduate education will form the basis of the international initiative of Kazakhstan "Intellectual Silk Road".

To sum up, Kazakhstan, in connection with the situation that has shaped to date, opens up new opportunities for improving the internationalization of higher education in the country. This strategy includes the development of academic cooperation with leading foreign universities,

which is an effective tool for modernizing regional universities, increasing their competitiveness and attractiveness. Also, Kazakhstan can become an academic mobility center for the countries of Central Asia and Greater Eurasia, providing its own format of education as "Study in Kazakhstan". Finally, in order to implement these projects, it is necessary to create a good system and infrastructure by attracting investments and increasing funding for the education sector.

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REDUCING AIR POLLUTION IN KAZAKHSTAN: MAIN CHALLENGES AND THE INTERNATIONAL PRACTICE

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Atmospheric air pollution is one of the most serious environmental factors affecting the health of every person and remains a global problem. According to the World Health Organization (WHO), nearly seven million people worldwide die every year from diseases attributable to breathing polluted air [1].